



INTERCOLLEGIATE
BROADCASTING
SYSTEM

706 SANDERS AVE., SCHENECTADY 2, N. Y.

OPERATIONS DEPARTMENT

March 26, 1954

Station Manager
WCSR
Smith College
Northampton, Massachusetts

Dear Station Manager:

On December 22, 1953 we wrote advising that we were temporarily listing WCSR on a special supplement to the IBS advertising rate card.

We advised that since we have no day-to-day contact with your station, we can not be certain that this listing is accurate or that you actually desire this representation. Hence, we requested that you sign and return an authorization to continue the temporary listing, or inform us of your desire to have WCSR deleted.

To date we have not heard from you, in spite of a follow-up letter dated February 2, 1954. We are most anxious to hear from you, as otherwise your continued silence would seem to indicate that you do not wish to incur the possibility of being included in a national advertising contract secured by our representative, the College Radio Corporation.

If your failure to reply is brought about because you mislaid our earlier letter and its enclosures, we will be happy to replace them.

We hope to hear from you immediately in connection with this matter.

Cordially,

David W. Borst
Operations Manager

DWB/jfb



March 25, 1954

Dear Sir,
The enclosed letter is for your information.
It contains a copy of a letter from the
British Consulate in London, dated 19th March 1954.
The letter is from the British Consulate in London to the
British Consulate in New York, dated 19th March 1954.
The letter is from the British Consulate in London to the
British Consulate in New York, dated 19th March 1954.

On 19th March 1954, I was advised that we were temporarily
listing 1000 on a special application to the advertising board.
This is a special application to the advertising board.

We advised that since we have no any-to-day contact with your station,
we can not be certain that this listing is accurate or that you
actually desire this representation. Hence, we requested that you
inform us of your desire to have 1000 deleted.
We have no desire to have 1000 deleted from your station.
We have no desire to have 1000 deleted from your station.

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If your listing is really a special application, you will find it
in the letter and the enclosed. We will be happy to replace them.
We have no desire to have 1000 deleted from your station.
We have no desire to have 1000 deleted from your station.

Cordially,

David L. Fort
Operations Manager

DBP/jlp